



125 West 55th St
New York, NY 10019

Contract # 25279224

CPE: 234/355/1813

Agency: SADLER STRATEGIC

12103 VIEWCREST
ROAD
STUDIO CITY, CA
91604

Changes as of: 8/31/2016 at 6:27 PM

Flight: 10/17/16 - 11/13/16

Advertiser: No on 53 CA to Protect
Local Control

Product: No on 53

Agency Order #: 5342985

Buyer: Hoshimi, Nida
Salesperson: TERRY DREHER
323-966-5066

Version: Current State Version 1

Station: KRCR

Market: Chico

Office: LOS ANGELES

Primary Demo: Adults 35+

Con Type: Spot

Assistant: TERRY DREHER
323-966-5066

Total \$: \$26,890.00

Total Spots: 121

Total CPP: \$40.42

Total GRP: 665.2

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 11/7				Total Spots	Total \$	CPP	GRP
							10/17	10/24	10/31	11/7				
21	M-F 5a-6a		KRCR News Channel 7 Daybreak at 5AM	\$140.00	2.8	30	2	2	2	0	6	\$840.00	\$50.00	16.8
22	M-F 6a-7a		KRCR News Channel 7 Daybreak at 6AM	\$250.00	5.0	30	4	4	4	0	12	\$3,000.00	\$50.00	60.0
23	M 6a-7a		KRCR News Channel 7 Daybreak at 6AM	\$250.00	5.0	30	0	0	0	1	1	\$250.00	\$50.00	5.0
24	M 7a-9a		Good Morning America	\$250.00	5.5	30	0	0	0	1	1	\$250.00	\$45.45	5.5
25	M-F 7a-9a		Good Morning America	\$250.00	5.5	30	4	4	4	0	12	\$3,000.00	\$45.45	66.0
26	M-F 9a-10a		The Doctors	\$65.00	5.0	30	3	3	3	0	9	\$585.00	\$13.00	45.0
27	M-F 10a-11a		View	\$90.00	3.8	30	3	3	3	0	9	\$810.00	\$23.68	34.2
28	M-F 5p-5:30p		KRCR News Channel 7 at 5PM	\$400.00	9.2	30	4	4	4	0	12	\$4,800.00	\$43.48	110.4
29	M 5p-5:30p		KRCR News Channel 7 at 5PM	\$400.00	9.2	30	0	0	0	1	1	\$400.00	\$43.48	9.2
30	M 5:30p-6p		KRCR News Channel 7 at 5:30PM	\$400.00	10.7	30	0	0	0	1	1	\$400.00	\$37.38	10.7
31	M-F 5:30p-6p		KRCR News Channel 7 at 5:30PM	\$400.00	10.7	30	4	4	4	0	12	\$4,800.00	\$37.38	128.4
32	M-F 6:30p-7p		KRCR News Channel 7 at 6:30PM	\$400.00	8.5	30	3	3	3	0	9	\$3,600.00	\$47.06	76.5
33	M 10p-11p		Conviction-ABC	\$450.00	5.4	30	0	1	0	0	1	\$450.00	\$83.33	5.4
34	W 10p-11p		Designated Survivor-ABC	\$550.00	4.5	30	0	1	0	0	1	\$550.00	\$122.22	4.5
offer														
35	M-F 11p-11:35p		KRCR News Channel 7 at 11PM	\$150.00	3.1	30	4	4	4	0	12	\$1,800.00	\$48.39	37.2
36	M-F 12:35a-1:05a		Nightline	\$35.00	2.1	30	4	4	4	0	12	\$420.00	\$16.67	25.2
37	M 12:35a-1:05a		Nightline	\$35.00	2.1	30	0	0	0	1	1	\$35.00	\$16.67	2.1
38	Sa 7a-8a		Good Morning America Sat	\$100.00	2.6	30	1	1	1	0	3	\$300.00	\$38.46	7.8
39	Su 7a-8a		Good Morning America Sunday	\$100.00	3.0	30	1	1	1	0	3	\$300.00	\$33.33	9.0



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Agency: SADLER STRATEGIC	Advertiser: No on 53 CA to Protect Local Control	Market: Chico
12103 VIEWCREST ROAD	Product: No on 53	Office: LOS ANGELES
STUDIO CITY, CA 91604	Agency Order #: 5342985	Primary Demo: Adults 35+
	Buyer: Hoshimi, Nida	Con Type: Spot
	Salesperson: TERRY DREHER 323-966-5066	Assistant: TERRY DREHER 323-966-5066
		Separation:

Total \$: \$26,890.00
Total Spots: 121
Total CPP: \$40.42
Total GRP: 665.2

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							10/17	10/24	10/31	11/7				
40	Su 8a-9a		This Week	\$100.00	2.1	30	1	1	1	0	3	\$300.00	\$47.62	6.3
TOTALS:							38	40	38	5	121	\$26,890.00	\$40.42	665.2



KATZ TELEVISION GROUP

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		Total \$: \$26,890.00
		Total Spots: 121
		Total CPP: \$40.42
		Total GRP: 665.2

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
08/31/16 6:27 PM	TERRY DREHER	Separation: 30

Competitive Information	
Market Budget:	\$61,114
KRCR Share:	44%
Comment:	
KCVU:	3%
KHSL:	22%
KNVN:	30%
KRVU:	1%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	121	\$26,890.00	\$40.42	665.2
Total	100%	121	\$26,890.00	\$40.42	665.2

Monthly Summary		
Month	Spots	Dollars
2016-Oct	78	\$17,370.00
2016-Nov	43	\$9,520.00
Total	121	\$26,890.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
New	8/31/16 6:25 PM	TERRY DREHER	New	121		\$26,890.00	\$26,890.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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